

'Tend to Your Own Business!

"It is evident to every thinking man that our industries, on the farm, in the shipyards, in the mines, in the factories must be made more prolific and more efficient."

—From the President's War Message to the People.

Attend to your particular business and business in general will take care of itself. From here and there come rumors of slackening business and need for stern retrenchment.

This is hysteria, not common sense. Business is good and will be better as fast as such misguided stories are suppressed and the energy that evolved them turned to productive labor.

Again we say—attend to your particular business and business in general will take care of itself.

Turn a Deaf Ear To Idle Talk

Now is no time to spend listening to idle talk.

We must be up and doing. We must co-ordinate and concentrate to push business.

Every effort we can muster from farmer, mechanic, miner, manufacturer—every kind of labor—must be exerted toward utilizing and developing the great resources of this country.

We must be economical it is true. For economy is one phase of efficiency. But it is well to remember that "Economy is the judicious expenditure of money."

Everywhere in America today we want development, not retrenchment.

"Put on more steam" should be the industrial slogan.

We must plant more, grow more, harvest more, build more, advertise more, buy and sell more, be bigger and better business men—in a word, **"Do more."**

Our President Says:

"It is evident to every thinking man that our industries, on the farm, in the shipyards, in the mines, in the factories, must be made more prolific and more efficient."

Put senseless hysteria aside; don't mistake froth for patriotism.

Let us address ourselves to our individual and particular duties calmly and collectedly, but purposefully.

In the need of the nation let us find stimulation to greater industry.

You Can Help Here's How!

There is one thing every man, woman, boy and girl in America can do to help. And that is—**do the thing you are doing now better.** Work harder, work longer, and make your work produce more.

The European war has taught us that for every man at the front there must be ten people at home at work supporting him. To feed and clothe and arm and transport one first-class fighting man there must be ten first-class working people behind him.

This isn't the kind of job that carries much tinsel and glitter with it, but it is the **essential job—our job—yours and mine**, until our government calls us to some different war service.

Through conscription, in which we heartily believe, the government will make known to us the particular and individual duty it has for each one of us. Until then let us simply **work harder.**

The cost of the war must be paid for out of our production—our national business. And your help is needed. Briefly—do more and better work of just the work you are doing now. That is your job.

A \$7,000,000,000 Order

The U. S. Government loan soon to be made is really a monster order which the government of the United States will place with the farmers, manufacturers, miners and all business men.

It all comes back to us in the shape of purchases of supplies. This means that the whole business machinery of the country will run at a higher speed than ever before.

This loan itself will be a mighty stimulus to hundreds of lines of business—foods, clothing, motor cars, trucks, shoes, underwear, steel, iron and all their kindred products.

Motor Car Is World's Greatest Time Saver

Our most valuable resource is time. Now we must take time to do double work and carry double the burden. And the motor car is the world's greatest time saver.

Use the motor car. Multiply the hours in a day. The time saved by the motor car means more time for actual production purposes. This means greater national prosperity and more taxable wealth to aid our government.

Take out your pencil. Figure out the time you can save for yourself with a motor car. Total up the increased number of things you can accomplish in that time. Multiply that by the number of people in a position to buy a car. Then you see how vast becomes the aggregate good the motor car can accomplish.

The Nation

Looks to the Farmer

Upon the farmers of the United States is laid the greatest obligation.

From the soil they must wrest more than they have ever before harvested.

And of course they will continue to get the highest prices in history for the products they grow.

The farmer must make every minute count. And the automobile is one imple-

ment at hand that can assist him. With an automobile he need not trust to a slow horse and buggy when his reaper breaks down. He can go to town and return to continue his day's labor without losing but a fraction of the time he ordinarily would have lost.

His wife and family can use it to market the butter and eggs while he is in the field. In a dozen different ways every day the automobile will prove its economy and efficiency for the farmer.

In work or war the time-saving efficiency of the motor car is recognized. Thousands and thousands of motor cars are at the front now. Motor cars have twice saved France—once at the Marne, again at Verdun. Our government will purchase 35,000 trucks and great numbers of motor cars. All ambulances are built on motor car chassis.

Wherever time counts in the efficiency of work or war or in saving life motor cars are inevitable, and they are a blessing.

Eyes of the World Are Upon Detroit

Detroit is the motor car center of the world. Upon Detroit will fall the privilege and responsibility of filling the needs of the country for cars. Detroit-made cars will do their part in "making the world safe for Democracy."

More than ever before are the motor car products of Detroit coming into demand.

To the efficiency and economy of the modern automobile is largely due this increase. It has removed itself from the class of luxuries and proved its place as an economic necessity.

It is the world's greatest instrument for both work and play. It pays for itself once by saving time and promoting efficiency, and again by providing recreation and rest and furthering health. The war won't be won by an overworked, careworn, frazzled people, but by a healthy and efficient people.

The mind that said "All work and no play makes Jack a dull boy" was a great mind. The place of recreation as an aid to more and better work is recognized by the men doing the world's biggest jobs everywhere.

President Wilson and Premier Lloyd George know the truth of that old saying. Both of them—even in these pressing days—take time to motor and play golf. Not for fun, but because they know it is their duty to keep fit. Sir Douglas Haig rides horseback every afternoon, not for fun, but to keep sound, so he can endure strain of his job and think straight all the time.

And the proper light for you to look upon your investment in a motor car is as an aid to business and a promoter of health—and therefore of your all-around efficiency.

You will find justification of your purchase of any Detroit-made car in the sound and thorough goodness of the car itself and real economy of its service.

Saxon cars are good cars. The 2-passenger roadster model is priced at \$495. The big, 5-passenger touring car, Saxon "Six," is \$865 until May 1st. Both models can be seen at the local salesrooms.

Reprint of an Advertisement Which Appeared in Detroit Free Press of April 22d



SAXON MOTOR CAR

CORPORATION, DETROIT

Record Auto Company

Tel. Main 23

631 Mass. Ave. N.W.

HYSTERICAL SAVING A PERIL TO NATION

Howard E. Coffin of Defence Board Sees Grave Danger in Indiscriminate Economy

MIGHT UPSET BUSINESS

Warning Contained in First Statement Issued by the Public Information Committee

(Special to New York Times.) WASHINGTON, April 19.—Howard E. Coffin, member of the advisory commission of the council of national defense, issued a warning to the country today against indiscriminate economy, calling attention to the need for continued prosperity as well as for the elimination of waste. In an interview given out today by the newly organized committee on public information, the first statement which the committee has issued following a trip through the west, Mr. Coffin expressed the fear that the country might be injured in a hysterical wave of misguided patriotism.

"After nearly three years of refusal to take the European war and its lessons seriously," he said, "we suddenly launched forth in a most feverish activity to save the country overnight. Patriotic organizations, almost without number, are milling around, noisily, and, while intentions are good, the results are often far from practical. Because of an impending and possible shortage of foodstuffs we have hysterical demands for economy in every line of human endeavor. Waste is bad, but an indiscriminating economy is worse."

"Some states and municipalities are stopping road building and other public work. General business is being slowed down because of the emotional response of the trading public to these misguided campaigns for economy; savings are being withdrawn from the banks; reports show that some people have begun to hoard food supplies, and thousands of workers are being thrown needlessly out of employment. All this is wrong. Unemployment and closed factories, brought about by fitful and ill-advised campaigns for public and private economy, will prove a veritable foundation of quicksand for the serious work we have at hand. It is true that the President has said that this is a time to correct our habits of wastefulness. Certainly! But the keynote of his message to the people was this paragraph:

"It is evident to every thinking man that our industries, on the farm, in the shipyards, in the mines, in the factories, must be made more prolific and more efficient."

Need Prosperity in War. "We need prosperity in war time even more than when we are at peace. Business depressions are always bad, but doubly so when we have a fight on our hands. The declaration of war can have no real evil effect on business. What bad effects are apparent are purely psychological and largely of our own foolish making, for our markets are the same in April that they were in March. We need more business, not less. There is real danger in hysteria. Indiscriminate economy will be ruinous. Now is the time to open the throttle."

"Every day the advisory commission of the council of national defense receives offers of services from business firms and individuals, with requests for immediate information as to how this service may best be rendered. Now and then great dissatisfaction with the governmental departments is expressed because instant advantage is not taken of such offers. Many firms are hesitating to close ordinary business contracts because of a desire to hold capacity open to meet possibly early government need."

"This spirit and this willingness to meet sacrifice and even financial loss, in the government service, is a most encouraging tribute to American patriotism. But we must remember that in the great struggle in which we have now become a part there is much to consider besides munitions, troops and battleships. Few of us can serve in any heroic role, or even in the supply of munitions to the military arms of the service."

"In this country of vast resources we already have a tremendous equipment for munitions making, built up on foreign orders, and now immediately available through expiration of these orders. Except in limited cases, there is little need for the development of new sources of supply. The dictates of common business sense require the utilization, as far as possible, of existing machinery."

"Keep the Fires Burning." "It seems to me, therefore, that a plain statement of general policy is most desirable. Upon the industrial side of the war three great problems, or perhaps I should better say tasks, confront us."

"First and foremost, we must facilitate the flow of raw materials and finished products to our allies, and must provide the means of rail and water transportation therefor."

Second, we must meet our own great military and naval building schedules."

"Third, we must plan to do all this with the least possible disarrangement of our own vast commercial and industrial machines."

"Through it all we must keep a close eye upon the possible conditions of peace following the present war. We must insure the business success and general prosperity of the country during the war if we are to hold our present strong place among nations in the commercial competition of the future."

"There is no doubt of the willingness of any manufacturing plant or individual to serve should the call come. But until the call does come, it is best to stick to the job. Let us make 'Better Business' our watchword and keep our factory fires burning. No radically new conditions confront us. We are still cut off from business relations with the central powers, but that does not mean that we have lost any markets. With the rest of the world we will continue to do a volume of business greater than ever before. To the billions which have been spent here by foreign powers are now to be added the billions of our own. State activities, road building, public works, private industries, all must go on as before. Business must be increased, labor employed, and the country kept going strongly ahead as a successful economic machine. We must have successful industries if successful tax levies are to be received."